

We claim:

- 1 1. A method, comprising:
  - 2 receiving, from a customer via a vending machine, a selection of a product
  - 3 available for dispensing, thereby defining a first product;
  - 4 determining a set of entitlement options;
  - 5 outputting a presentation which indicates the set of entitlement options,
  - 6 in which the presentation is output employing a game theme;
  - 7 selecting at least one of the set of entitlement options, thereby defining at
  - 8 least one selected entitlement; and
  - 9 providing the at least one selected entitlement.

1     2.     The method of claim 1, in which outputting a presentation employing a  
2     game theme comprises at least one of:  
3             displaying an animated wheel which spins and which indicates one of a  
4     plurality of benefits;  
5             displaying a plurality of objects which each selectively conceal an  
6     indication of a benefit; and  
7             displaying a plurality of spinning reels which each bear symbols  
8     representative of benefits.

1     3.     The method of claim 1, in which selecting at least one of the set of  
2     entitlement options comprises:  
3             receiving, from a customer via a vending machine, a selection of at least  
4     one of the set of entitlement options, thereby defining the at least one selected  
5     entitlement.

1     4.     The method of claim 1, in which selecting at least one of the set of  
2     entitlement options comprises:  
3             selecting at least one of the set of entitlement options based at least in part  
4     on an input received from a customer.

1 5. The method of claim 1, in which selecting at least one of the set of  
2 entitlement options comprises:  
3 selecting at least one of the set of entitlement options without regard to any  
4 input that is received from a customer after receiving, from the customer, the  
5 selection of the product available for dispensing.

1 6. The method of claim 1, in which determining a set of entitlement options  
2 comprises:  
3 determining a set of entitlement options based on the first product.

1 7. The method of claim 1, in which determining a set of entitlement options  
2 comprises:  
3 determining a set of entitlement options based on profit inventory  
4 management data.

1 8. The method of claim 1, further comprising:  
2 vending the first product.

1 9. The method of claim 1, in which the at least one selected entitlement  
2 comprises at least one of:  
3 a particular product to be provided in addition to the first product; and  
4 an inventory group from which at least one component product is selected.

1     10.     The method of claim 1, in which the at least one selected entitlement  
2     comprises at least one of:

3             a discount on a product;

4             a refund on a payment;

5             a provision of at least one additional entitlement;

6             a coupon; and

7             an increase in a credit balance of the vending machine.

1     11.     The method of claim 1, in which providing the at least one selected  
2     entitlement comprises providing a product for free.

1     12.     The method of claim 1, further comprising:  
2             updating inventory data to reflect dispensed products.

1     13.     The method of claim 1, in which outputting a presentation which indicates  
2     the set of entitlement options comprises:  
3             determining whether to output a presentation; and  
4             outputting the presentation in response to a determination to output the  
5     presentation.

1    14.    A method, comprising:  
2            receiving, from a customer via a vending machine, a selection of a first  
3    product that is available for dispensing by the vending machine;  
4            determining, based on profit inventory management data, a set of products  
5    that are available for dispensing by the vending machine;  
6            outputting a game to the customer;  
7            receiving, via the game, a selection of a product from the set of products,  
8    thereby defining a selected product;  
9            vending the selected product, and  
10          vending the first product.

1    15.    The method of claim 1, in which receiving, via the game, a selection of a  
2    product from the set of products comprises:  
3          randomly selecting a product from the set of products.